



CHALLENGES FOR OPEN INNOVATION

*“Living Labs Approach as
a Means toward the
Development of Innovative
Services and Products?”*

The Living Lab, a tool for managing innovation

- The **Living Lab** should be one of the players, alongside the researchers and companies, in the production chain of innovations, whether they be technological or social.
- The idea is to remove the research from the laboratories to bring out it into everyday life, often having a strategic view of the potential usages of these technologies.
- The definition of a Living Lab is based on the following key concepts: controlled by the user, innovation ecosystem, partnership between companies, citizens and research.

A space for citizenship and open culture

- The **Living Lab** consists of promoting open culture, sharing networks and involving users from the initial conception phase.
- It aims to open up the innovation process by integrating the ultimate beneficiary as a true player and partner in the process. The term “crowdsourcing” applies here.
- The Living Lab frees the imagination, develops creativity and accelerates the market launch, while still keeping innovation costs as low as possible.
- Living Labs bring a strongly social dimension to research and to the business world. The idea is to demonstrate that innovation comes from the field and that it is not possible to innovate without users.

A place for experimentation and creation

- The objective is to create value, by:
 - **helping good ideas to emerge** at the right time.
 - **coming up with new innovations** with their future users, creating mechanisms for co-creation.
 - **accelerating the creation process** because everything that is developed is corrected through its use and the disclosure of prototypes to the competition is accelerated, which accentuates the convergence of competing projects.
 - **gathering usage data** which will be used as part of other innovative projects. This resource base will help to accelerate research and reduce risks.
 - **identifying, highlighting** and interlinking the particular features and strengths of the various players. This is also a means of driving image and competitiveness.

Uses

- Innovation no longer takes place using the conventional approach (research in laboratories, R&D, then industrial development), but increasingly through usage.
- The Living Lab enables usage to be placed at the heart of the innovation process.
- Intensified analysis of usage in the development process allows the expectations of the users to be incorporated from the initial concept and in all stages of production.
- Digital technology simplifies these exchanges.

Intensifying communication between communities

- Three types of player in the Living Labs:
 - Companies or local associations
 - Researchers
 - Users
- The difficulty for the research world is to give their work added value for companies and the users/consumers.
- The Living Lab has spaces for discussions and sharing throughout all the stages of research and the production process.

Universcience, a culture of innovation

- Universcience – the bringing together of two Science Museums – the Cité des Sciences et de l'Industrie and the Palais de la Découverte.
- Universcience, the point of reference for the communication of scientific and technical culture.
- Remember the number of visitors every year: 3,356,000 admissions.
- Science sites dedicated to technological innovations and to digital environments.

Science Museum and Living Lab

- A direct relationship with the public.
- Possibility of trying out innovations with the public.
- Digital mediation work for several years.
- 1 million students visit the Universcience sites every year.
- Specific work with teachers.
- The public are used to discovering innovative spaces.

Universcience Living Lab

- The Living Lab (Universcience Living Lab) will promote the development of projects based around digital culture, new applications in museology, the interaction between science, technology and the arts, education and mediation in direct contact with the scientific and educational community.

Activities of the Universcience Living Lab

- The Universcience Living Lab will offer experimentation projects for multimedia, access to knowledge, education.
- It will promote interdisciplinary innovation on digital topics in order to develop new digital uses, share better practices, facilitate the distribution of results and the communication of research.

The main topics

- Video games, design, digital heritage, radio, television and new media, e-education, e-learning, teaching, knowledge engineering, collaborative and information technologies in ICT, open innovation for the development of tools and services.

The digital environments at the heart of the Univercience Living Lab

- The Living Lab will promote experimentation based on tools and installations using cutting-edge information technologies.
- It will invite a large number of the general public to take part in research and development, discover the innovation process, try out new products, promote co-creation and new forms of collaborative creation.
- A digital campus will offer zones for 3D simulation experiences, the design of serious games, use of digital educational content.

Thank you for your attention